



National Family Opinion

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Mon – Fri, 8:00 AM to 11:00 PM EST  
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<http://mysurvey.com/privacy.cfm>

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## ***Shaping the Future with Your Opinions***

**53155**

**Dear NFO Member,**

Please give this questionnaire to the person in your household whose age and sex are indicated above (this may be you). Thank you!

**TO THE HOUSEHOLD MEMBER HELPING WITH THIS STUDY:**

My questionnaire, which I think you will find interesting, is about **travel and tourism**.

Most of my questions can be easily answered by simply placing an "X" in the appropriate box or boxes. In the questions where I have asked you to write in your answers, please be as specific as possible.

When you have completed the questionnaire, please return it to me in the enclosed postage-paid envelope.

Thank you for your continued cooperation.

Sincerely,

A handwritten signature in cursive script that reads "Carol".

Carol Adams

1. How many leisure trips that required an overnight stay have you taken within the U.S. in the past 12 months? **(Write In)**  
 # of trips: \_\_\_\_\_ 5-6  
 7 - ☐ None → **(Skip To Qu. 3)**
2. How many vacation days do you generally take each year? *(Do not count weekends or regular holidays).* **(Write In)**  
 # of days: \_\_\_\_\_ 8-10
3. How familiar would you say you are with the 1803-1806 Lewis & Clark Expedition? **(X ONE Box)**  
 11-4 ☐ Very familiar  
 -3 ☐ Somewhat familiar  
 -2 ☐ Heard of but don't know much about it  
 -1 ☐ Not familiar
4. How interested are you in the story of the Lewis & Clark Expedition? **(X ONE Box)**  
 12-4 ☐ Very interested  
 -3 ☐ Somewhat interested  
 -2 ☐ Not very interested  
 -1 ☐ Not at all interested
5. How familiar are you with the upcoming 2003-2006 Lewis & Clark Bicentennial? **(X ONE Box)**  
 13-4 ☐ Very familiar  
 -3 ☐ Somewhat familiar  
 -2 ☐ Heard of but don't know much about it  
 -1 ☐ Not familiar
6. Have you seen any advertising, public relations, print or TV documentary/news stories referring to the 2003 – 2006 Lewis & Clark Bicentennial?  
 14-1 ☐ Yes → **(Continue)**                      -2 ☐ No → **(Skip To Qu. 8)**
7. Which state did the advertising, public relations, print or TV documentary/news stories refer to? **(X ALL That Apply)**
- |  |   |
|--|---|
| 15 <input type="checkbox"/> Idaho        | 21 <input type="checkbox"/> Oregon                    |
| 16 <input type="checkbox"/> Iowa         | 22 <input type="checkbox"/> South Dakota              |
| 17 <input type="checkbox"/> Missouri     | 23 <input type="checkbox"/> Virginia                  |
| 18 <input type="checkbox"/> Montana      | 24 <input type="checkbox"/> Washington                |
| 19 <input type="checkbox"/> Nebraska     | 25 <input type="checkbox"/> West Virginia             |
| 20 <input type="checkbox"/> North Dakota | 26 <input type="checkbox"/> Don't know/don't remember |
8. Information regarding Lewis & Clark and the Bicentennial that I have seen or heard about has influenced my leisure (non-business) travel plans as follows: **(X ALL That Apply)**  
 27 ☐ Was (is) a determining factor in deciding where to vacation  
 28 ☐ Was (is) a determining factor in deciding to take a day trip or weekend getaway somewhere  
 29 ☐ Adds(ed) an overnight stay to an already planned trip  
 30 ☐ Adds(ed) 1+ days to an already planned trip  
 31 ☐ Had no influence on current trip planning
9. How interested are you in visiting a historic Lewis & Clark site or attending an event during the 2003-2006 Bicentennial? **(X ONE Box)**  
 32-4 ☐ Very interested \_\_\_\_\_ → **(Continue)**  
 -3 ☐ Somewhat interested \_\_\_\_\_  
 -2 ☐ Not very interested \_\_\_\_\_  
 -1 ☐ Not at all interested \_\_\_\_\_ → **(Skip To Qu. 11)**
10. Which of the following Lewis and Clark activities would you like to do? **(X ALL That Apply)**
- |  |   |
|--|---|
| 33 <input type="checkbox"/> Driving tour with interpretive materials   | 39 <input type="checkbox"/> Participate in interpretive tour as part of another activity, such as rafting, canoeing, horseback riding, jetboating or river cruise |
| 34 <input type="checkbox"/> On-trail interpretation in backcountry locations   | 40 <input type="checkbox"/> Attend Lewis & Clark Event  |
| 35 <input type="checkbox"/> Visit interpretive center or museum  | 41 <input type="checkbox"/> None of these   |
| 36 <input type="checkbox"/> Attend re-enactments, shows, musicals and other theater productions  |   |
| 38 <input type="checkbox"/> Participate in a group tour with in-depth interpretations, such as Elderhostel, Passport in Time, or educational program |   |

11. Please answer the following questions about each of these states. (X ALL That Apply For EACH Column)

	I Have Visited In Past 12 Months	I Have Visited In Last 3 Years	Likely To Visit In Next 3 Years	Likely To Visit Lewis & Clark Sites Or Events In The Next 3 Years
Idaho.....42	<input type="checkbox"/>	53 <input type="checkbox"/>	64 <input type="checkbox"/>	75 <input type="checkbox"/>
Iowa.....43	<input type="checkbox"/>	54 <input type="checkbox"/>	65 <input type="checkbox"/>	76 <input type="checkbox"/>
Missouri.....44	<input type="checkbox"/>	55 <input type="checkbox"/>	66 <input type="checkbox"/>	77 <input type="checkbox"/>
Montana.....45	<input type="checkbox"/>	56 <input type="checkbox"/>	67 <input type="checkbox"/>	78 <input type="checkbox"/>
Nebraska.....46	<input type="checkbox"/>	57 <input type="checkbox"/>	68 <input type="checkbox"/>	79 <input type="checkbox"/>
North Dakota.....47	<input type="checkbox"/>	58 <input type="checkbox"/>	69 <input type="checkbox"/>	80 <input type="checkbox"/>
Oregon.....48	<input type="checkbox"/>	59 <input type="checkbox"/>	70 <input type="checkbox"/>	81 <input type="checkbox"/>
South Dakota.....49	<input type="checkbox"/>	60 <input type="checkbox"/>	71 <input type="checkbox"/>	82 <input type="checkbox"/>
Virginia.....50	<input type="checkbox"/>	61 <input type="checkbox"/>	72 <input type="checkbox"/>	83 <input type="checkbox"/>
Washington.....51	<input type="checkbox"/>	62 <input type="checkbox"/>	73 <input type="checkbox"/>	84 <input type="checkbox"/>
West Virginia.....52	<input type="checkbox"/>	63 <input type="checkbox"/>	74 <input type="checkbox"/>	85 <input type="checkbox"/>

12a. In Column "A", please "X" if you have heard of the following Lewis & Clark Trail sites and attractions. (X ALL That Apply In Column "A")

12b. In Column "B", please "X" if you have visited the following Lewis & Clark Trail sites and attractions. (X ALL That Apply In Column "B")

12c. In Column "C", please "X" the likelihood of visiting in the next four years, or if you need more information before deciding, on the following Lewis & Clark Trail sites and attractions. (X ONE Box For EACH In Column "C")

	“A”		“B”		“C”									
	Heard Of		Have Visited		Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Need More Info.					
Lemhi Pass to Salmon, ID .....	86	<input type="checkbox"/>	-2	<input type="checkbox"/>	110	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Lolo Trail to Lewiston, ID .....	87	<input type="checkbox"/>		<input type="checkbox"/>	111	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Sergeant Floyd Monument – Sioux City, IA.....	88	<input type="checkbox"/>	-2	<input type="checkbox"/>	112	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Western Historic Trails Center – Council Bluffs, IA .....	89	<input type="checkbox"/>		<input type="checkbox"/>	113	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Lewis & Clark Interpretive Center – Great Falls, MT .....	91	<input type="checkbox"/>	-2	<input type="checkbox"/>	115	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Pompey’s Pillar – Billings, MT .....	92	<input type="checkbox"/>		<input type="checkbox"/>	116	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Fort Atkinson State Historical Park – Fort Calhoun, NE .	93	<input type="checkbox"/>	-2	<input type="checkbox"/>	117	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Lewis & Clark Visitors Center – Nebraska City, NE .....	94	<input type="checkbox"/>		<input type="checkbox"/>	118	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Knife River Indian Village National Historical Site-ND...	95	<input type="checkbox"/>	-2	<input type="checkbox"/>	119	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Lewis & Clark Interpretive Center/Fort Mandan - ND ....	96	<input type="checkbox"/>		<input type="checkbox"/>	120	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Fort Clatsop – Astoria, OR.....	97	<input type="checkbox"/>	-2	<input type="checkbox"/>	121	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
The Columbia River Gorge - OR .....	98	<input type="checkbox"/>		<input type="checkbox"/>	122	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Lewis & Clark Information Center, Chamberlain, SD ....	99	<input type="checkbox"/>	-2	<input type="checkbox"/>	123	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Spirit Mound – Vermillion, SD.....	100	<input type="checkbox"/>		<input type="checkbox"/>	124	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Monticello – VA.....	101	<input type="checkbox"/>	-2	<input type="checkbox"/>	125	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Fort Canby Lewis & Clark Interpretive Center – Ilwaco, WA.....	102	<input type="checkbox"/>		<input type="checkbox"/>	126	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Sacajawea State Park – Tri-Cities, WA.....	103	<input type="checkbox"/>	-2	<input type="checkbox"/>	127	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Harpers Ferry National Park - WV.....	104	<input type="checkbox"/>		<input type="checkbox"/>	128	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Communities and sites along the Ohio River between Pittsburgh & Huntington - WV .....	105	<input type="checkbox"/>	-2	<input type="checkbox"/>	129	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Jefferson National Expansion Memorial (aka—The St. Louis Gateway Arch & Museum), St. Louis, MO.....	106	<input type="checkbox"/>	-2	<input type="checkbox"/>	130	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Lewis & Clark Center/Museum & Boathouse, St. Charles, MO .....	107	<input type="checkbox"/>	-2	<input type="checkbox"/>	131	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Camp Dubois – Hartford, IL.....	108	<input type="checkbox"/>	-2	<input type="checkbox"/>	132	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>
Cahokia Courthouse – Cahokia, IL.....	109	<input type="checkbox"/>	-2	<input type="checkbox"/>	133	<input type="checkbox"/>	-3	<input type="checkbox"/>	-2	<input type="checkbox"/>	-1	<input type="checkbox"/>	-X	<input type="checkbox"/>

13. If you were to visit any of the Lewis & Clark sites and attractions listed above, please answer the following. **(X ONE Box For EACH)**

	<u>Yes</u>	<u>No</u>	<u>Maybe</u>
Would probably drive .....	134 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would probably fly and rent a car .....	135 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would probably take a bus tour .....	136 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would stay in hotel/motel or bed & breakfast .....	137 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would stay in an RV park or campground .....	138 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would stay with relatives .....	139 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would camp .....	140 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>
Would travel with children .....	141 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>

14. Why do you like to take vacations? Using the scale below where "10" is "very important" and "1" is "not at all important," please rate how important each of the following reasons are for why you like to take vacations. **(Write In ONE Number For EACH)**

<u>Not At All Important</u>	1	2	3	4	5	6	7	8	9	10	<u>Very Important</u>
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<u>Rating</u>		<u>Rating</u>	
Want time to see and do new things, have new/different experiences.....	142- <input type="checkbox"/>	I can spend more time with my friends.....	158- <input type="checkbox"/>
It's a great chance to relax, get rid of stress .....	144- <input type="checkbox"/>	Vacations enrich my perspective on life .....	160- <input type="checkbox"/>
I seek solitude and isolation when vacationing.....	146- <input type="checkbox"/>	I feel alive and energetic when I travel .....	162- <input type="checkbox"/>
I gain knowledge of history or other cultures .....	148- <input type="checkbox"/>	No schedules to meet, I can do what I want, when I want .....	164- <input type="checkbox"/>
Travel is an important part of my life.....	150- <input type="checkbox"/>	Have an outdoors adventure to test my physical abilities .....	166- <input type="checkbox"/>
Vacations are a very romantic time .....	152- <input type="checkbox"/>	Have an outdoors adventure but within a controlled, low risk environment.....	168- <input type="checkbox"/>
I can spend more time with my spouse/family.....	154- <input type="checkbox"/>	To have fun.....	170- <input type="checkbox"/>
It's nice to have others serve me/wait on me.....	156- <input type="checkbox"/>		

15. In the past 12 months, what information and planning sources did you use to help you select travel services (airline, car rental, cruises, hotels, etc.) for your leisure trips? **(X ALL That Apply)**

**In-Person/Print Sources**

**Internet/Technology Sources**

171- <input type="checkbox"/> Travel agents	183- <input type="checkbox"/> Search engines
172- <input type="checkbox"/> Friends/Relatives	184- <input type="checkbox"/> Airlines Web sites
173- <input type="checkbox"/> Toll free #'s	185- <input type="checkbox"/> Internet travel site such as Expedia, Travelocity, etc.
174- <input type="checkbox"/> Hotel brochures	186- <input type="checkbox"/> Travel agency Internet site
175- <input type="checkbox"/> Cruise line brochures	187- <input type="checkbox"/> State or local tourism bureau web sites
176- <input type="checkbox"/> Auto club brochures/books (AAA or other auto club)	188- <input type="checkbox"/> CD-ROM
177- <input type="checkbox"/> Tour company brochures	189- <input type="checkbox"/> E-mail notification of discounted fares/specials
178- <input type="checkbox"/> Travel guides (e.g., Fodors, Frommers)	
179- <input type="checkbox"/> State or local tourism bureaus	
180- <input type="checkbox"/> Travel television programs	
181- <input type="checkbox"/> Travel magazine	
182- <input type="checkbox"/> Book stores	

16. Please "X" the degree to which each of the following statements applies to you. **(X ONE Box For EACH)**

	<u>Very Little</u>	1	2	3	4	5	6	<u>Very Much</u>
I like to visit "undiscovered" places, before too many hotels and restaurants are built.....	190 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I go out socially with friends a lot .....	191 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I am actively involved in a regular, rigorous fitness program ...	192 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I have friends over quite frequently.....	193 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
Chance has little to do with success in life .....	194 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I have much more energy than most persons my age .....	195 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I often buy new products before they come down in price .....	196 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I make decisions quickly and easily.....	197 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	
I like to be with people most of the time.....	198 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	-5 <input type="checkbox"/>	-6 <input type="checkbox"/>	-7 <input type="checkbox"/>	

17. Please indicate your age and sex. Age: \_\_\_\_\_ 201 Sex: 1 ☐ Male 2 ☐ Female

199-200

**Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.**